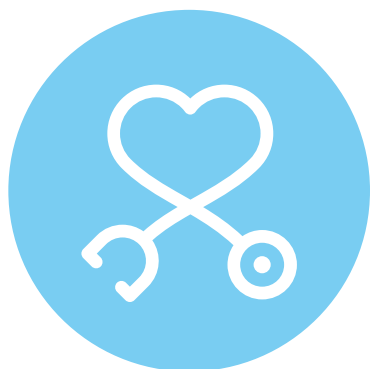


PROMISING PRACTICE

RECRUITMENT | EDUCATION, TRAINING, & SUPPORT SERVICES

Schenectady County Community College - Upstate Partnership for Healthcare Pathways (UPHP)



Schenectady Community Action reboots its service strategy by infusing case management into the customer journey.

Since 1965, Schenectady Community Action Program (SCAP) has pursued alleviating poverty, by helping people to help themselves. Through various programs, they support and empower individuals to build upon their personal resources and abilities to rise out of poverty and become self-sufficient. With the Health Professions Opportunity Grant (HPOG), SCAP partnered with Schenectady County Community College's Upstate Partnership for Healthcare Pathways (UPHP) program to enroll low-income job seekers in healthcare training.

In the fall of 2017, the staff embarked on a journey to reevaluate and reboot the program's service provision strategies. They observed that of all the potential customers who signed up for employment services, only about a quarter came in for Intake. They credited the decline in part to an improved economy, as well as customers' shortened attention spans.

Determined to learn more and uncover potential solutions, they developed a questionnaire to be distributed to all customers at sign-up. The questionnaire results confirmed that thorough case management and relationship building between staff and customers was an essential part of participant success.

With this knowledge, they set out to infuse the Case Manager (CM) role into all aspects of the HPOG Employment Services customer journey. Customers receive one-on-one advising from a Case Manager at multiple points throughout the program. Beginning at orientation where students and Case Managers go over the Service Flow Chart together, the CM provides clarity and support, and delivers continuous coaching and reinforcement as the student progresses through the program. They help students remove barriers, access resources, work through family issues, and ultimately find job placement upon program completion.

Bolstering the Case Manager role enabled SCAP to deliver a greater depth of service to its customers. The new strategies are working as indicated by the positive feedback received from both customers and staff alike.

“The program gave me a lot of insight about myself. I loved all the presentations because they added different elements of knowledge. Make it four weeks instead of three!”

– TG , SCAP and UPHP Customer

This Promising Practice was self-identified by the grantee and information contained in this document was provided by the grantee.